Our cards are on the table

With Benson & Hedges you pay more . . . you get more

You get the unique Benson & Hedges packet. The drawer slides open to deliver each cigarette in perfect shape, easily accessible. The imprinted wrap drops away, the packet becomes your personal case. The filter, recessed into a firm, clean mouthpiece, never touches your lips, never intrudes upon your enjoyment. You taste only the Benson & Hedges blend of superb tobaccos, skillfully cured and aged. If you appreciate quality, you will understand why this must be a limited edition.

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